

**Buyer and other post-production actors**

**Outcome Journal**

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| Date of journal (DD/MM/YYYY): | / / |
| Name project officer: | Amosse |
| Buyer group: |  |
| Name of buyer (representing): |  |

***INSTRUCTIONS****: The aim of this outcome journal is to monitor changes of the buyers. These changes are your observations. Hence, this tool should be used as guidance to structure your observations. DO NOT use the tool as interview questions. Instead, fill in for each question (change) below if you observed the change over the last month. In case you don’t know, you can ask the buyer about his/her activities of that month.*

Did the following changes occur since your last journal entry? (*Use code)*

*If YES, continue with follow-up questions on the next page.*

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| **Activities** | NO = 0; YES=1 |
| 1. Did the buyers share any information outside of IP meetings about the market with other actors since your last journal entry? (e.g. paravets, retailer, producers, government) (E2) |  |
| 1. Did the buyer undertake any action to follow up on the decisions in the IP meeting(s) since your last journal entry? (E3) |  |
| 1. Did the buyer undertake actions with other actors since your last journal entry? (e.g. paravets, retailer, producers, government) (G1) |  |
| 1. Did the buyer collect information on the supply of goats from producers/promoters since your last journal entry? (A1) |  |
| 1. Is the buyer satisfied with the supply of goats (based on consumer preference)? (A3) |  |
| 1. Has there been any investment in infrastructure since your last journal entry? (A2) |  |
| 1. Did any other change of the buyers or slaughter occur over the past three months? |  |

**Follow-up questions**

***INSTRUCTIONS****: The aim of this outcome journal is to monitor changes of the buyers on the basis of your observations. Please write down in your own words what you observed, saw or heard. Use the questions below as guidance, but DO NOT use them as formal interview questions to the buyers, but you can ask the buyer for additional explanation if you don’t know. Write down all information that you think is relevant, even though it might not be explicitly asked in the guidance-questions.*

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| 1. Information sharing    * With whom did the buyers share information?    * Why did the buyers share information?    * What information was shared?    * When was the information shared?    * How was the information shared? (cell phone, face-to-face meeting, etc.) |
| Description of the change: |
| 1. Actions following up IP meeting    * What actions were undertaken?    * When were the actions undertaken? |
| Description of the change: |

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| 1. Shared actions with other actors:    * What was the shared action?    * Why was it undertaken?    * With whom was the action undertaken?    * When was it undertaken? |
| Description of the change: |
| 1. Information collection (production)    * Why did the buyer collect information?    * What information was collected?    * How was the information collected?    * When/how frequently was the information collected?    * How did the buyer use the information? |
| Description of the change: |
| 1. Consumers’ preferences    * How does the buyer decide on the quantity and quality of animals to buy?    * Did the buyer find out what the consumer preferences are?    * How did the buyer find out what consumers’ preferences were?    * What were their preferences?    * Did he undertake any action with this information? |
| Description of the change: |

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| 1. Investment in infrastructure    * What was the investment?    * What are the implications of the investment for ImGoats? |
| Description of the change: |
| 1. Other behavioural change    * What was the change? (*please describe*) |
| Description of the change: |